

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

AMENDMENT TO THE CLAIMS

1. (Cancelled)
2. (Cancelled)
3. (Cancelled)
4. (Cancelled)
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17. (Cancelled)
18. (Cancelled)
19. (Cancelled)
20. (Cancelled)
21. (Currently Amended) A method for predicting content providing a tailored media content, comprising:

receiving analyzing local content from a local content database, the local content database storing information related to local programming;

receiving analyzing national content from a national content database, the national content database storing information related to national programming;

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

receiving analyzing subscriber actions from a subscriber-action database, the subscriber-action database storing information related to actions taken by a subscriber while viewing content; and

processing the content received from the local content database, the content received from the national content database, and the subscriber actions to predict predicting future actions taken by the subscriber.

22. (Currently Amended) A method according to claim 21, further comprising merging the information related to content received from the local content database programming, the information related to content received from the national content database programming, and the information related to actions taken by the subscriber to create subscriber choice information.
23. (Currently Amended) A method according to claim 21, further comprising at least one of i) correlating the information related to content received from the local content database programming with the information related to actions taken by the subscriber and ii) correlating the information related to content received from the national content database programming with the information related to actions taken by the subscriber.
24. (Currently Amended) A method according to claim 21, further comprising at least one of i) categorizing the information related to content received from the local content database programming and ii) categorizing the information related to content received from the national content database programming.
25. (Currently Amended) A method according to claim 21, wherein the step of processing the content received from the local content database, the content received from the national content database, and the subscriber actions predicting future actions comprises at least one of i) analyzing actions taken during preceding content and ii) analyzing actions taken during succeeding following content.

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

26. (Currently Amended) A method according to claim 21, wherein the step of receiving analyzing the subscriber actions comprises receiving analyzing actions taken by the subscriber to receive an alternate source of content.
27. (Currently Amended) A system for predicting content providing a tailored media content, comprising:

~~a subscriber choice database merging information related to local programming, information related to national content, and information related to actions taken by a subscriber while accessing and viewing content; and~~

~~a processor that predicts future actions taken by the subscriber~~

a head end facility receiving i) local content from a local content database, ii) national content from a national content database, and iii) subscriber actions from a subscriber-action database, the subscriber-action database storing information related to actions taken by a subscriber while viewing content;

a processor processing the local content, the national content, and the subscriber actions to predict future actions taken by the subscriber;

the processor creating tailored media content that corresponds to the predicted future actions; and

a server distributing the tailored media content to the subscriber.
28. (Currently Amended) A system according to claim 30 27, wherein the processor at least one of i) correlates the information related to local content programming with the information related to actions taken by the subscriber and ii) correlates the information related to national content programming with the information related to actions taken by the subscriber.

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

29. (Currently Amended) A system according to claim 30 27, wherein the processor at least one of i) categorizes the ~~information related to local~~ content programming and ii) categorizes the ~~information related to national~~ content programming.
30. (Currently Amended) A system according to claim 30 27, wherein the processor at least one of i) analyzes actions taken during preceding content and ii) analyzes actions taken during succeeding following content.
31. (Currently Amended) A system according to claim 30 27, wherein the processor analyzes actions taken by the subscriber to receive an alternate source of content.
32. (Currently Amended) A computer program product comprising a computer readable medium including instructions for performing the steps:
 - analyzing ~~local~~ content from a local content database, ~~the local content database storing information related to local programming~~;
 - analyzing ~~national~~ content from a national content database, ~~the national content database storing information related to national programming~~;
 - analyzing subscriber actions from a subscriber-action database, the subscriber-action database storing information related to actions taken by a subscriber while accessing and viewing content; and
 - predicting future actions taken by the subscriber.
33. (Currently Amended) A computer program product according to claim 32, further comprising instructions for performing the step of merging the information related to local programming, ~~the information related to national programming, and the information related to actions taken by the subscriber to create subscriber choice information~~.
34. (Currently Amended) A computer program product according to claim 32, further comprising instructions for performing at least one of the steps of i) correlating ~~the~~

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

information related to local programming with the information related to actions taken by the subscriber and ii) correlating the information related to national programming with the information related to actions taken by the subscriber.

35. (Currently Amended) A computer program product according to claim 32, further comprising instructions for performing at least one of the steps of i) categorizing the information related to local programming and ii) categorizing the information related to national programming.
36. (Currently Amended) A computer program product according to claim 32, further comprising instructions for performing at least one of the steps of i) analyzing actions taken during preceding content and ii) analyzing actions taken during succeeding following content.
37. (Original) A computer program product according to claim 32, further comprising instructions for performing the step of analyzing actions taken by the subscriber to receive an alternate source of content.
38. (New) A method according to claim 21, further comprising creating tailored media content that corresponds to the predicted future actions.
39. (New) A method according to claim 38, wherein the tailored media content comprises content bundled with an advertisement for a product or service.
40. (New) A method according to claim 38, further comprising distributing the tailored media content to the subscriber.
41. (New) A method according to claim 38, further comprising tracking popularity of the tailored media content for a period of time.

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

42. (New) A method according to claim 21, further comprising creating tailored media content that corresponds to past subscriber actions.
43. (New) A method according to claim 21, further comprising creating tailored media content that corresponds to a demographic of the subscriber.
44. (New) A method according to claim 21, further comprising creating tailored media content that corresponds to a purchasing history of the subscriber.
45. (New) A method according to claim 21, further comprising receiving information related to an alternate video source received by the subscriber.
46. (New) A method according to claim 21, further comprising presenting types of content available to the subscriber during a period of time, with the types of content comprising an alternate video source.
47. (New) A method according to claim 21, wherein the step of presenting the types of content available to the subscriber during the period of time comprises integrating content available from the alternate video source into an electronic programming guide.
48. (New) A method according to claim 21, further comprising providing the subscriber a log of received content.
49. (New) A method according to claim 21, further comprising merging the content received from the local content database, the content received from the national content database, the subscriber actions, and information related to an alternate video source to determine what content is received by the subscriber.
50. (New) A method according to claim 21, wherein the content received by the subscriber comprises an amount of time that an advertisement was received.

BS01378

U.S. Application No. 10/017,630 Examiner OUELLETTE, Art Unit 3629
Response to December 8, 2004 Office Action

51. (New) A method according to claim 21, further comprising analyzing the subscriber actions to determine when the subscriber initially receives an entire advertisement but subsequently only receives a portion of the advertisement.
52. (New) A computer program product according to claim 32, further comprising instructions for accessing the subscriber actions taken by the subscriber while accessing and viewing content.
53. (New) A device, comprising:
 - a processor communicating with memory, the processor executing software stored in the memory to
 - receive content from a local content database;
 - receive content from a national content database;
 - communicate subscriber actions comprising information related to actions taken by a subscriber while viewing the content; and
 - predict future actions taken by the subscriber.